

Social Media Creating Communication Gap among Individuals

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Abstract : The study discusses the communication gap that has been created due to excessive use of social networking websites such as Facebook, WhatsApp, Viber etc. In this growing world of technology and awareness among people about social media it has also increased its usage. The objective of this study is to measure the ways the internet is affecting the communications among individuals through social media and to check whether this is affecting the society in a positive manner. The study signifies the theoretical and practical aspects of communication gaps among the individuals through social media. The study is conducted to check whether social networking websites are the main causes of creating communication gap among individuals. In this world of fast growing technology every day, there is a new invention, affecting the lives of people both directly and indirectly. Moreover with the usage of technology people keep updating about themselves, about different events happening around their surrounding by creating events, uploading pictures, checking in different place, and creating awareness among people who are not aware of people about what is happening. From the study, we deduced how social media is affecting individual's life. The findings suggest that social media is although creating communication gaps among people but is also bridging them. Showing that social media is one of the causes that is creating communication gap among the individuals. Communication gap has although increased on a daily basis but on average it has remained the same as they are communicating on social networking websites but eventually decreasing the communication on personal grounds.

Keywords : communication gaps, usage of social networking websites, interaction with friends and family, social media

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